



CAPE Art & Design

UNIT 2: APPLICATION OF ART AND DESIGN

MODULE 1: DESIGN

*Tools for Building Visual Vocabulary
& Communication Skills*

CURRICULUM PLANNING AND DEVELOPMENT DIVISION, Visual and Performing Arts Unit

The CAPE Art & Design Syllabus

- UNIT 1: FOUNDATIONS OF ART AND DESIGN
 - MODULE 1: CULTURAL STUDIES
 - MODULE 2: TWO-DIMENSIONAL ART AND DESIGN
 - MODULE 3: THREE-DIMENSIONAL ART AND DESIGN
- **UNIT 2: APPLICATION OF ART AND DESIGN**
 - **MODULE 1: DESIGN AND GRAPHIC ARTS (visual communication)**
 - MODULE 2: APPLIED ARTS
 - MODULE 3: CREATIVE PROJECTS




UNIT 2
MODULE 1: DESIGN:

CURRICULUM

CONTENT/Objectives

- acquire knowledge for design solutions;
- visualize solutions through research, working drawings and prototypes;
- produce technical and free-hand drawings;
- *employ traditional and or contemporary technologies in the production of two and three dimensional design process;*
- use traditional and contemporary material in various graphic applications for visual communication.



Today's learning activity focuses on:

- Developing research skills, knowledge and attitudes that will enable artistic *production from start to finish*;
- Motivating students to complete their written design briefs and journals for each design product (SBA component)
- Encouraging students to develop and use an artist scrapbook as a design thinking tool
- Conveying *ideas and exploring theoretical* concepts through the manipulation of materials, found objects, tools and media;
- Developing individual initiative and self-confidence by building on drawing and illustration skills, journal writing and synthetic thinking

Artists and designers use a variety of communication tools at every stage of the design process

By now you would have identified various stages in the design process as you sought to conceptualise, design, create, complement and finish your products over the last two terms. For example, at the **start of your design process**, how did you go about formulating the ideas, plans, themes and concepts for product development?

To **brainstorm**, you may have designed, developed and used, for example:

- **concept maps**, presentation, story or **vision boards**, and **scrapbooks** to supplement what you read or found out from library books, gallery websites, videos, artist's blogs, etc.
- You may have also used cameras, camcorders, cell phones as well as other traditional drawing, painting and picture making tools to capture, store and refine images, sketches, illustrated journal entries, personal notes, anecdotes, etc.





Building your **visual vocabulary**



As your process developed at various stages, you may have also collected magazine cut outs, photos and interesting newspaper articles to further inform your **design project**.



Questioning tools in the form of **artists' interview protocols** may have also been useful for crafting your ideas.



Is there any one artist whose work impacts your process?



What about his/her work influences your style?

Referencing and charting your progress

How often do you need to rely on technological tools to develop your scrapbook, journal or design briefs?

All of your **research artifacts** may have been lodged in your artist scrapbook over time, only to be pulled out and used as **references** as each individual **design concept** evolved and materialised.

Simultaneously, you may have been making **daily log entries** in your **design journal** so that writing up your **design brief at the end** can be easily done.



Conducting Research to Writing up the Design Brief : a continuous, iterative process

- Your **art thinking (research) tools**, especially your artist scrapbook and design journal would then be used to develop your **written design brief**.
- All the evidence that supports your **investigative research** and problem solving design process **must be included** in the brief.
- The design brief outlines and reports on your step by step application and use of chosen materials, methods, manipulative skills and techniques.

- The design brief is also meant to give readers and viewers additional insights and information on what would have influenced or motivated you **to produce your design solution**.



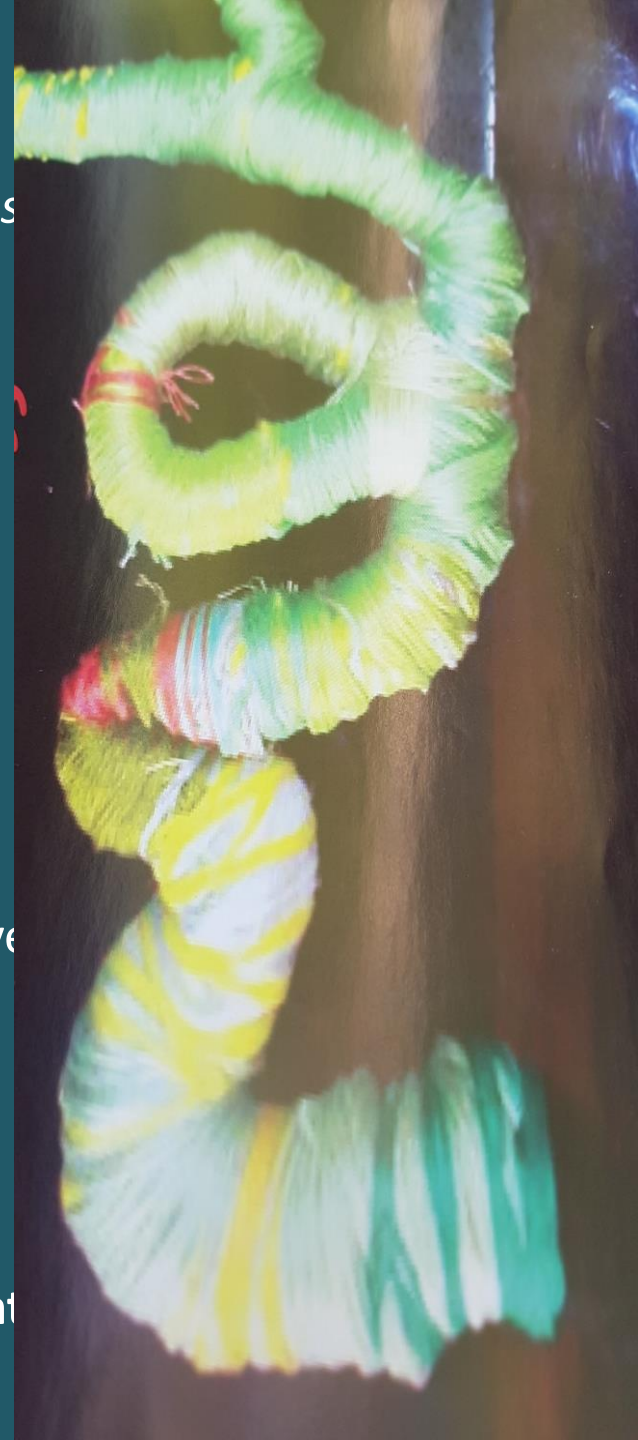


While the development and use of your artist scrapbook is seen as a continuous process that is constant throughout your product design process, from start to finish

So too is your process of Critical Thinking and Inquiry

Scrapbooking enhances your Critical Thinking and Inquiry Skills

- It is an invaluable design thinking tool that is used *as* and *for* **visual communication**
- It also helps you to quickly build and preserve your **visual vocabulary**
- You gain valuable **insights** on your personal **style** as you develop and grow in creativity
- You see solutions from differing perspectives; opportunities for innovative and inventive thinking are created
- Scrapbooking helps chart your design process *and* it works as a **self- assessment** tool

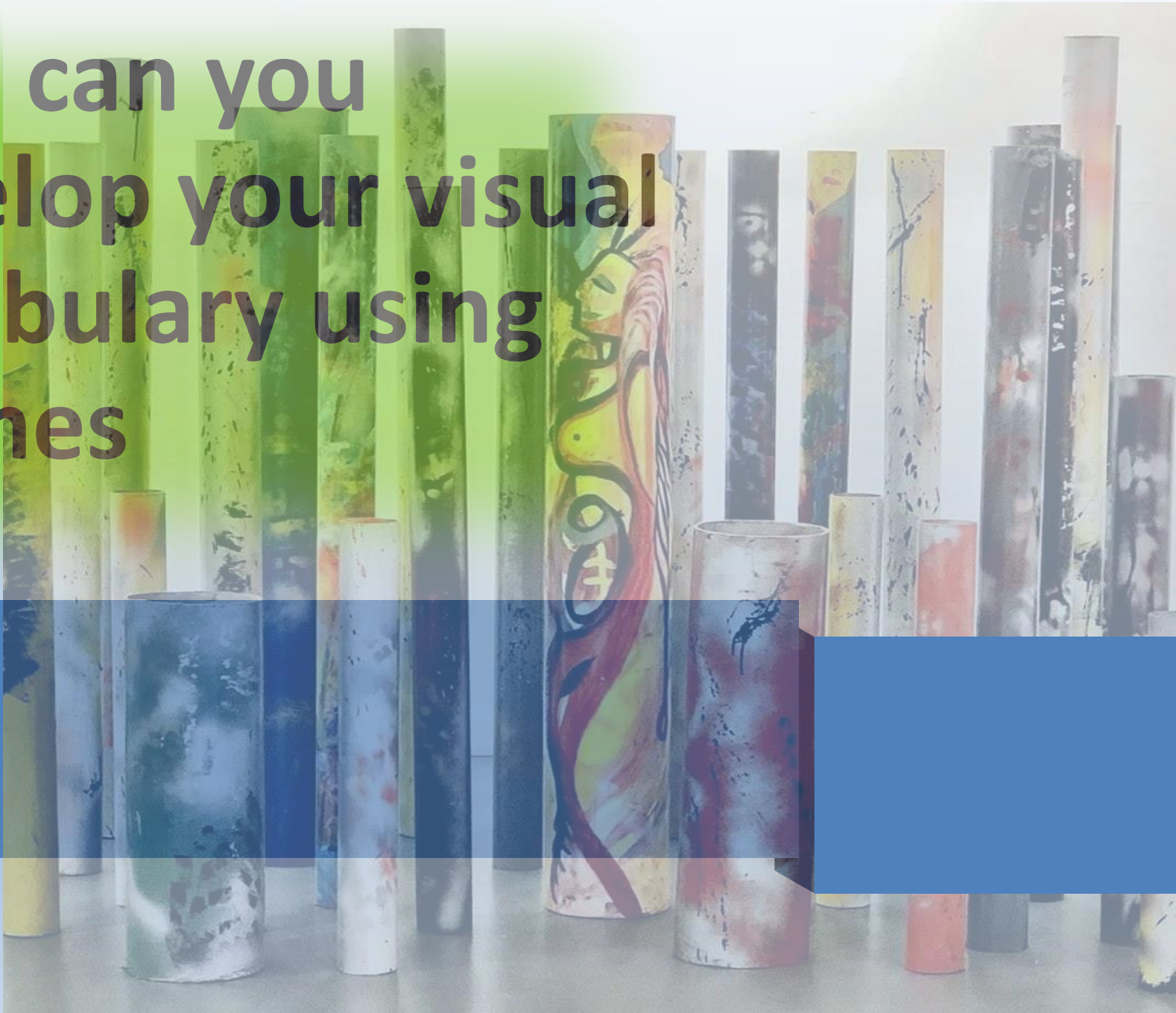


Keep working on your **Artist Scrapbook** at home by:



- Collecting and pasting newspaper and magazine clippings on different topics and themes, regardless of your current design projects (due at the end of Lower 6, UNIT 1)
- Use a **thematic approach** when building your visual vocabulary for next year's projects

How can you develop your visual vocabulary using themes



For example,
let's look at Nature
as a theme for your
next scrapbooking
adventure



Compare and Contrast design solutions

Research and keep photos in your scrap book of the works of local as well as famous regional and international designers

Designers are often inspired by the different type of lines, shapes, forms colours and textures found in nature



What can you say about the shape, form, balance and natural design of this tree trunk?



- Look for paintings, sculpture and other artforms in different media where the design concept might be based on the same theme: in this case, trees



Group
your
findings
based on
similarity
of
colours,
textures,
shapes
and
forms



Using the thematic approach, fill your scrapbook with images where the elements and principles of design are strongly featured

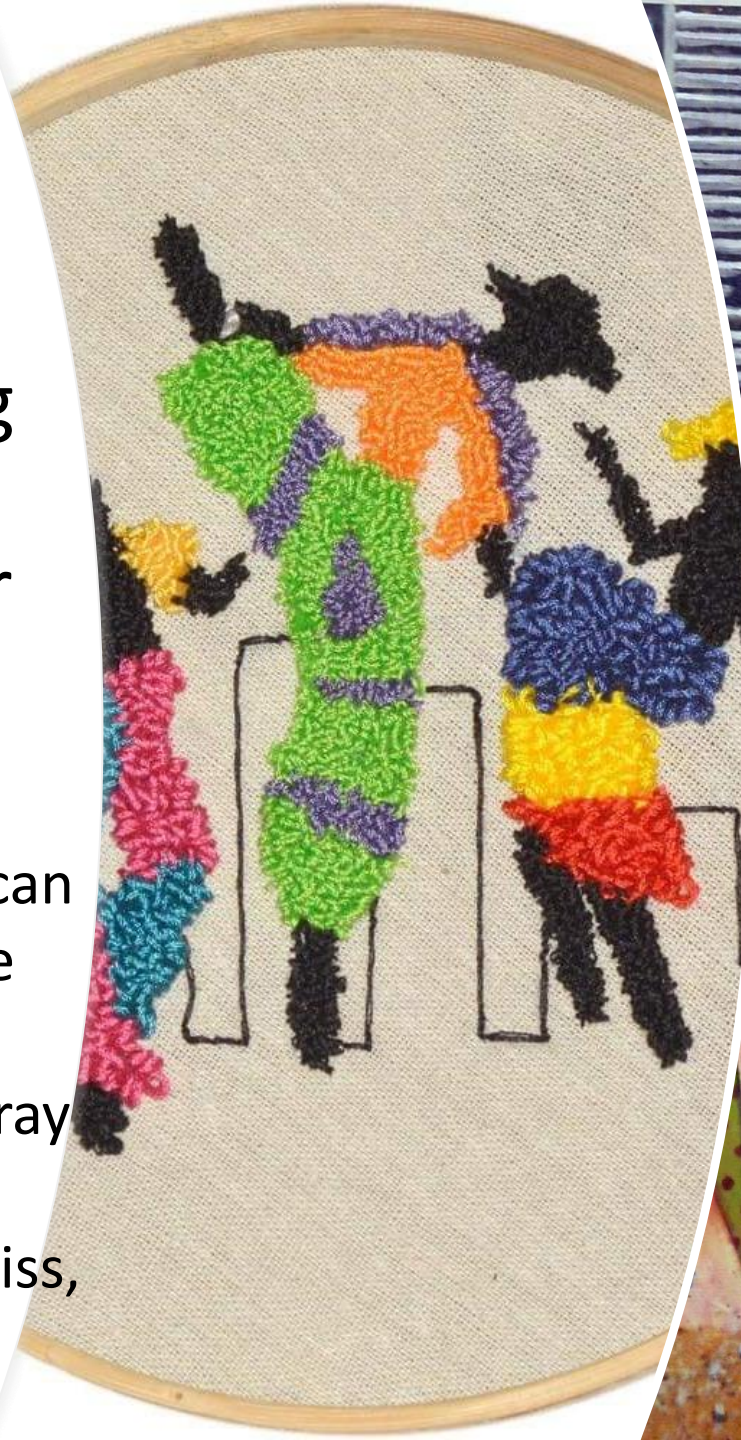
Keep analysing to build your visual vocabulary.

For example, Look at these images with leaves. What is the interplay between light and texture found in nature?



Keep
Critiquing
and
Questioning
what you
stick in your
scrapbook

How for example, can
colours, in this case
from nature, be
juxtaposed to portray
movement, sound,
festivity, musical bliss,
happiness etc?



What is a suitable title for this piece?

Based on the earthen colours, can you find a song, poem or piece of drumming with words or music that aptly describe and match the mood, tone, rhythmic patterns, light or movement being depicted?



Further examples to
reference on Design
Applications from
nature (for example)





Look for other furniture at home where the inspiration might have come from nature



Group sample pictures where **LINE, STYLE, FORM AND FUNCTION** are evident

SCRAPBOOKING CHALLENGE

Over the next 3 months, try to find images from around your home which may have provided Design Solutions to everyday household or personal objects



Include at least one (1) drawing or picture per day in your personalised artist scrapbook. Be sure to capture the dates and sources of imagery so that you can continue to accurately reference your research materials in your design briefs and artist journals etc.



The artist/creator of this presentation acknowledges:

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Bunty O'Connor, Peter Sheppard and Virginia Marshall

Listing of Key Readings and Research Materials:

Adams, S. Laurie. *A History Western Art. United States of America:* Mc Graw-Hill, 2001. (3rdEdition)

Design Caribbean *Contemporary Caribbean Design Catalogue*, International Trade Centre, 2001

The National Museum

and Art Gallery *Women and Art A Journey to the Past, Perspectives and the Future*, Ministry of Arts and Multiculturalism, 2011

Wallschlaeger et al. *Basic Visual Concepts and Principles for Artists, Architects.* W C Brown Publishers, USA, 1992